Content Analysis of University Library Websites of Madhya Pradesh: A Study

A Synopsis submitted to

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

In partial fulfillment for the award of the Degree of

DOCTOR OF PHILOSOPHY

IN

LIBRARY AND INFORMATION SCIENCE

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Department	SVISSHA
Acceptable Maximum Limit	10 percent
Submitted By	head-library@svvv.edu.in
Paper Title	Content Analysis of University Library Websites of Madhya Pradesh: A Study
Similarity	3%
Paper ID	1021198
Submission Date	2023-10-12 15:24:27

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Content Analysis of University Library Websites of Madhya Pradesh: A Study

1. Introduction

Websites are the most effective means for any university to disseminate information to its users. Users get authentic information from university websites without moving here and there. Libraries are also changing their traditional role and becoming provider of digital information resources through their websites. Libraries are trying to disseminate information to users through websites. Library websites include a variety of information services including OPAC, Online Inter Library Loan, online reference services, tutorials, collections, Rules and Regulations, staff information, contact details etc.

There are total 71 universities in Madhya Pradesh providing higher education in various disciplines. These universities are of four types such as Central University, State University, Deemed University and Private University.

The university libraries websites are providing various library services; therefore doing Library websites content analysis will be very useful to measure their present utility and propose future amendments. The content of a website can be given in a variety of forms. The content and its display play a crucial

role in productivity of the library websites. The stronger the content of library website, the more users will be benefitted.

This study will conduct a comprehensive content analysis of the websites of university libraries of Madhya Pradesh, with the aim of shedding light on the current status of these digital gateways to knowledge.

1.1 What is Website?

- A website is collection of Web pages for a purpose with unique Domain Name.
- Hyper Text Mark-up Language (HTML) is programming language for Website.
- Web Servers stores website data.
- Website is identified by its domain name, in simple word A Domain Name serves as the address of the website on Internet.

1.2 Importance of Website

- Websites are functional all the time, Even at night everyone is sleeping, website is available to give information.
- Websites are not so expensive, Website creation and maintenance is not costly.

- Website address gives authenticity to an organization in online world. Websites are more reliable then social media pages, blog and other online address.
- Internet is commonly used in Communication and Information Searching. Websites are address of these information repositories.
- Websites have become the Major element on the Internet.

1.3 Features of Websites

- Organized information: Data is given in any website is organized information with a purpose.
- Reader Friendly: The more reader friendly and visible the website, the easier it will be to the user. Website includes high-resolution images and other multimedia files for this purpose.
- Compatibility: The more the website is appropriate with the browser, the more users will be able to access it easily.
- Interactivity: Website uses forms, search boxes, chat boxes, and many other tools to make the website interactive.
- Updateability: Websites updated regularly to provide more and more relevant information.
- Security: The website should have secure contact forms, secure payment gateways and other security features to ensure the safety of the user.

- Search Engine Optimization: The website must have the search engine optimization feature so that information can be found through search engines.

1.4 Web Content Analysis

Web content analysis is a specialized form of content analysis that focuses on systematically analyzing and interpreting the content present on websites, web pages, and online platforms. It involves examining the text, images, videos, links, and other multimedia elements to gain insights into various aspects such as user experience, information architecture, SEO (Search Engine Optimization) effectiveness, branding, and more.

Web content analysis is particularly valuable for websites, digital marketers, web designers, and researchers aiming to enhance their online presence and user engagement.

1.5 University Libraries

A university is an institution of higher education and research that offers a multiple range of academic programs, degrees, and opportunities for students to engage in advanced learning and scholarly activities. Universities serve as hubs of research, knowledge, innovation, and personal growth, fostering a

diverse and dynamic learning environment that prepares students, researchers for their careers and contributions to society.

A university library is an essential component of a University, providing students, faculty, and researchers with access to a vast collection of resources, services, and a quiet, scholarly environment conducive to studying and research.

1.6 Madhya Pradesh

Madhya Pradesh is situated in the central part of India. Higher education has a major role in the development of Madhya Pradesh. With the establishment of Dr Hari Singh Gour University Sagar in the year 1946, there was a formal and organized effort for higher education in the state. The Madhya Pradesh University Act was passed by the Government of Madhya Pradesh in the year 1973 and the Higher Education Grants Commission was established on 27 July 1973. Apart from this, the University Regulatory Commission was established in the year 2009, whose headquarters is located in Bhopal. Madhya Pradesh is the first state in the country to implement the National Education Policy from July-2021. With top educational institute, rich history, diverse cultural heritage and natural beauty, Madhya Pradesh occupies a unique place in the country.

1.7 Universities in Madhya Pradesh

Total 71 Universities are in Madhya Pradesh.

2. Area of the Research

The proposed study will cover Universities Library websites of Madhya Pradesh state. Total 71 Universities are in Madhya Pradesh. Out of which 01 is deemed university, 02 are central universities, 23 state universities and 45 are private universities.

3. Rationale of the Research

Content Analysis of University Library Websites of Madhya Pradesh will help to know the real time condition of university library websites of Madhya Pradesh.

This study is needed to indentify area where library professional and universities must work to give better library services through websites.

This study will prepare standards to analyze university library websites. Web content analysis is an important tool to analyze any website or online content.

4. The Research Topic

The Proposed research topic is "**Content Analysis of University Library Websites of Madhya Pradesh: A Study**".

5. Scope of the study

The study will cover all 71 Universities Library website located in Madhya Pradesh State.

List of Universities in Madhya Pradesh

Sr. No.	Name of The University	Establishment Year	Status
1	A.K.S. University, Satna (AKSU)	2011	Private University
2	Amity University, Gwalior (AUG)	2010	Private University
3	Atal Bihari Vajpayee Hindi Vishwavidyalaya, Bhopal (ABVH)	2011	State University
4	Avantika University, Ujjain (AUU)	2017	Private University
5	Awadesh Pratap Singh University ,Rewa (APS)	1968	State University
6	Barkatullaah University, Bhopal (BU)	1970	State University

7	Bhabha University, Bhopal (BUP)	2003	Private University
8	Devi Ahilya Vishwavidyalaya, Indore (DAVV)	1964	State University
9	Dharmashastra National Law University, Jabalpur (DNLU)	2018	State University
10	Dr C V Raman University, Khandwa (DCVR)	2018	Private University
11	Dr. A.P.J Abdul Kalam University, Indore (APJ)	2016	Private University
12	Dr. B. R. Ambedkar University of Social Sciences, Mahow (BRAUS)	2016	State University
13	Dr. Harisingh Gour University, Sagar (DHGU)	1946	Central University
14	Dr. Preeti Global University, Shivpuri (DPGU)	2022	Private University
15	Eklavya University, Damoh (EUD)	2000	Private University
16	G.H Raisoni University, Chhindwara (GHRU)	2016	Private University
17	I.E.S. University, Bhopal (IESU)	1999	Private University
18	ITM University, Gwalior (ITMU)	2011	Private University
19	Jagran Lakecity University, Bhopal (JLU)	2013	Private University

20	Jawaharlal Nehru Krishi Vishwavidyalaya, Jabalpur (JNKVV)	1964	State University
21	Jaypee University of Engineering & Technology,Guna (JUET)	2010	Private University
22	Jiwaji University, Gwalior (JUG)	1964	State University
23	Lakshmibai National Institute of Physical Education, Gwalior (LNIPE)	1957	Deemed University
24	LNCT University, Bhopal (LNCTB)	2015	Private University
25	LNCT Vidhyapeeth University, Indore (LNCTI)	2021	Private University
26	M.P.Bhoj (open) University, Bhopal (MPBOU)	1991	State University
27	Madhyanchal Professional University, Bhopal (MPUB)	2018	Private University
28	Mahakaushal University, Jabalpur (MKJ)	2021	Private University
29	Maharaja Chhatrasal Bundelkhand Vishwavidyalaya, Chhatarpur (MCBV)	2015	State University
30	Maharishi Mahesh Yogi Vedic Vishwavidyalaya, Katni (MMYV)	1995	Private University
31	Maharshi Panini Sanskrit Evam Vedic Vishwavidyalaya, Ujjain (MPSVV)	2008	State University
32	Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya, Chitrakoot (MGCGV)	1991	State University

33	Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal (MCNU)	1990	State University
34	Malwanchal University , Indore (MLWUI)	2016	Private University
35	Mandsaur University, Mandsaur (MUM)	2015	Private University
36	Mangalayatan University, Jabalpur (MUJ)	2006	Private University
37	Mansarovar Global University, Sehore (MGUS)	2018	Private University
38	Medi-Caps University, Indore (MCUI)	2000	Private University
39	Nanaji Deshmukh Pashu Chikitsa Vigyan Vishwavidyalaya, Jabalpur (NDPC)	2009	State University
40	National Law Institute University, Bhopal (NLIUB)	1997	State University
41	Oriental University, Indore (OUI)	2011	Private University
42	P.K. University, Shivpuri (PKUS)	2015	Private University
43	Pandit S N Shukla University, Shahdol (PSNSU)	2016	State University
44	People's University, Bhopal (PUB)	2011	Private University
45	Rabindranath Tagore University, Bhopal (RTUB)	2010	Private University

46	Raja Mansingh Tomar Music & Arts University, Gwalior (RMTU)	2008	State University
47	Raja Shankar Shah University, Chhindwara (RSSUC)	2019	State University
48	Rajiv Gandhi Prodoyogiki Vishwavidyalaya, Bhopal (RGPV)	1998	State University
49	Rajmata Vijayaraje Scindia Krishi Vishwa Vidyalaya, Gwalior (RVSKVV)	2008	State University
50	Rani Durgavati Vishwavidyalaya, Jabalpur (RDVV)	1956	State University
51	Renaissance University, Indore (RUI)	2007	Private University
52	RKDF University, Bhopal (RKDFU)	2011	Private University
53	Sage University, Indore (SUI)	2007	Private University
54	SAM Global University, Bhopal (SAMGU)	2019	Private University
55	Sanchi University of Buddhist-Indic Studies, Sanchi (SUBIS)	2013	State University
56	Sanjeev Agrawal Global Educational University, Bhopal (SAGEUB)	2017	Private University
57	Sardar Patel University, Balaghat (SPUB)	2018	Private University
58	Sarvepalli Radhakrishnan University, Bhopal (SRU)	1995	Private University

59	Scope Global Skills University, Bhopal (SGSU)	2023	Private University
60	Shri Krishna University, Chhatarpur (SKUC)	2018	Private University
61	Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore (SVVV)	2015	Private University
62	Shubham University, Bhopal (SUB)	2022	Private University
63	Sri Aurobindo University, Indore (SAUI)	1997	Private University
64	Sri Satya Sai University of Technology & Medical Sciences, Sehore (SSSU)	2023	Private University
65	Swami Vivekanand University, Sagar (SVU)	2011	Private University
66	Symbiosis University of Applied Sciences , Indore (SUAS)	2016	Private University
67	Techno Global University, Vidisha (TGU)	2013	Private University
68	The Indira Gandhi National Tribal University, Amarkantak (TIGNTU)	2007	Central University
69	Vikram University, Ujjain (VUU)	1957	State University
70	Vikrant University , Indor (VUM)	2007	Private University
71	VIT Bhopal University, Bhopal (VITP)	2017	Private University

6. Review of Literature

Azizur and Batcha (2022) evaluated content available on library websites of Delhi University women's colleges. Total eleven college websites were studied using a checklist. Total 34 parameters were covered in the check list.

Yadav and Mishra (2021) studied the websites of Indian Institute of Science Education and Research (IISER) libraries through a content analysis. The study brought to light that most of the studied websites were average as per the standards of content analysis. They proposed that the institutes should review and update their websites on priority basis.

Gangwar and Verma (2021) did study on the selected IIM library websites. They conclude that all selected libraries are not applying Web 2.0 tools. It is important that all libraries should create their independent library page on social media platforms like LinkedIn, Face book and Twitter.

Rehman and Batcha (2020) did their study on library websites of women Colleges affiliated to University of Delhi. Study was done by a structured checklist. The researchers found that none of the websites has social networking pages links, feedback and regular updates.

Tiwari et al., (2019) conducted an online comparative assessment of the state university libraries websites of Madhya Pradesh. They expected that all university libraries must have their web pages to provide online services.

Sahu and Panda (2019) examined IIT library websites by using a checklist of 100 items under seven main categories namely (which were) Access, Navigation

and Links, Authorization and Currency, General Library Information, User Support and Resource Search Tools, Library Services Section and Web 2.0 Tools.

Huger (2019) did his study on 'Investigation and content analysis on the Engineering College Library websites affiliated to Goa University'. Data collection was done through a checklist prepared for this purpose. The main objective of this paper is to guide the librarians for improving library websites.

Devi and Verma (2019) evaluated library websites of 27 NITs. They did this study under 108 parameters and 13 main headings. They found the majority (i.e.12) of the NIT libraries did not have independent websites. They have suggested that libraries should have independent websites.

Kumar and Verma (2018) conducted a content assessment of library websites of NAAC accredited “A” grade universities in the central region. They developed a checklist to evaluate the websites content and suggest that every library should have an independent website.

Ali et al., (2018) focused on web-based library services in India and examined how libraries in the Institutions of National importance in India provide web access to their collections and other services. Their study included Thirteen Institutions of National importance located in Karnataka.

Mani et al., (2017) concludes Library Website is a very good tool to get online library services. Library websites must be interactive and useful with proper information, resources, navigation, visuals .Library websites must be updated regularly.

Gulnaz and Fathima (2017) studied two highest ranked IITs library portals , IIT Bombay & IIT Madras. In their valuation of the 1st and 2nd ranks as per MHRD, National Institutional Ranking Framework (NIRF) 2017 using e - survey research method.

Gaytan and Das (2017) evaluate the websites of national libraries of the South Asian region. They did this study based on specific criteria that includes 64 item checklists. They found that all national university libraries had websites but they needed more development.

Barbara (2017) in his study concludes that starting in the 1990s the majority of libraries adopted the Website as a communication medium. In the late 1990s the opportunity of new resources and services on library websites gave vast support in advance information storage dissemination services.

Pandey (2016) did his study on library websites of seven selected IITs. He found that every library website is different from each other. Some of the websites lack even basic information.

Lamaniand and Keshava (2015) did their investigation on 27 University websites library home pages in South India. They circulated a questionnaire among students, researchers and faculty and found that few universities have independent library websites and most universities do not have a separate library Website.

Margam (2012) discussed the content characteristics of 12 IITs Library websites using qualitative and quantitative analysis approaches. The qualitative

parts of the checklist have 11 questions while the quantitative parts of the checklist have 90 questions related to content features.

Aharoni (2012) identified development in US academic libraries' websites from 2000 to 2010. He found the major developments in academic libraries and notices the application of Visuals, e -resources, Links, Site Search, Live Chat, OPAC and use of Web 2.0 technology etc.

Vijayakumar, et al. (2009) analyzed the library websites of Seven IITs. They found library portals of all the IITs were different from each other. Some of them have not given even basic information about the library. They suggest having a common goal, hence there is a need for cooperation among the libraries of the IITs. To achieve this kind of Collaboration, there is need to design and develop a unique type of library portals containing resources and services of their individual libraries and also providing links to other IIT libraries.

7. Objectives

7.1 Analysis of web content of University Libraries Websites of Madhya Pradesh, to explore the library services and facilities provided by the concerned websites.

7.2 To compare the features of the University Libraries Websites of Madhya Pradesh.

7.3 To analyze the application of Web 2.0 technologies on the University Libraries Websites of Madhya Pradesh.

7.4 To know the updating, accessibility and user-friendliness of the University Libraries Websites of Madhya Pradesh.

7.5 To rank the websites of the respective universities based on the selected parameters.

7.6 To find out the domain names of the University Libraries Websites of Madhya Pradesh are diverse.

7.7 To find out the patterns of information gathering, graphics and multimedia in the respective libraries website.

7.8 To suggest and recommend for content improvement in the University Libraries Websites of Madhya Pradesh.

8. Hypothesis

According to the objectives of the study, theoretical constructs available in the literature and findings of earlier research, the following major hypothesis were formulated for the study.

H1. Most of the Universities of Madhya Pradesh have maintained their own library Webpage or portals with relevant services and information.

H2. Most of the University libraries in Madhya Pradesh have maintained Web-OPAC in their websites.

H3. Most of the University Libraries of Madhya Pradesh update their website regularly.

H4. The domain names of the University Library websites of Madhya Pradesh are varied.

H5. Most of the University Libraries of Madhya Pradesh provide Web 2.0 services on their websites.

9. Research Methodology

This section outlines the methodology that will be employed for conducting the content analysis of university library websites in Madhya Pradesh.

9.1 Research Design:

The study employs a descriptive research design to systematically analyse and describe the content and features of university library websites in Madhya Pradesh. A content analysis approach is chosen to examine both quantitative and qualitative aspects of the websites.

9.2 Attributes Selection:

On the basis of Hypothesis and objectives, major attributes will be selected to study in concerned websites. A checklist will be prepared on the basis of these attributes.

9.3 Data Collection and Analysis:

Check list based data collection involves capturing information from the websites through systematic browsing and navigation. Data collected includes text content, images, navigation menus, links, search functionalities, and interactive elements etc. Analysis depends on research objectives. Relevant tool applied on collected data for analysis.

10. Tentative Chapter Outlines

The proposed study will be presented in following chapters

Chapter- 1: Introduction

In this chapter following points will be discussed such as the background of the study, higher education, Web Content analysis, University Libraries, website, objectives, scope, hypotheses, research methodology, statistical tools and techniques and study significance.

Chapter- 2: Review of literature

The second chapter will discuss all recent study on analysis of various websites, library websites with special reference to university library websites, institute library websites of national and international level. It encompasses such as content analysis of library websites, university library websites general studies on ICT.

Chapter-3: Content analysis

This chapter will describe the content analysis and its various aspects like advantage of content analysis, measuring aspect of content analysis. It will discuss checklist for library websites content analysis. It will also discuss different categories of content like contents of library services, library collection, e-resources, different sections, etc.

Chapter-4: Analysis and Interpretation of Data

This chapter will present the tabulation, statistical analysis, interpretation and graphical representation of the collected data from libraries websites.

Chapter-5: Findings, Conclusion and Suggestions

This chapter will present the findings and suggestions of the study.

Appendix:

This portion will cover content that was not included in above chapter but was used in study like Checklists, raw data and figure etc.

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